



EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

ADVISORY BOARD MINUTES

REGULAR MEETING
Wednesday, April 2, 2014

The Emma S. Barrientos Mexican American Cultural Center Advisory Board convened in a regular meeting at 600 River Street, in Austin, Texas.

Board Members in Attendance:

Juan Oyervides, Chair
David Carroll, Co-Chair
Veronica Forsyth, Member
Cassie Smith, Member
Blanca Valencia, Member
Anna Maciel, Member

Board Members Absent: 1

Velia Sanchez-Ruiz, Member

Staff in Attendance:

Laura Esparza, HAND Manager
Herlinda Zamora, ESB-MACC Manager
Kelly Grajeda, ESB-MACC Administrative Assistant

1. Call to Order: Chair Oyervides called the Board Meeting to order at 5:43pm.

2. Approval of Minutes:

- a.** Motion to approve the minutes from the Board meeting held on 3/5/14 by Member Valencia with a second from Member Smith. The motion was passed with an amendment to add "Ordinance No. 20131024-010" to Item(6)(a)(vii) and Item(6)(a)(viii). (5.0.1) + Chair Oyervides, Co-Chair Carroll, and Members Smith, Valencia, and Maciel. Member Forsyth abstained because she was absent at the 3/5/14 meeting.

3. Citizen Communication: None.

4. Presentations:

- a.** Marion Sanchez and the Conversation Corps Committee presented on their current outreach program that will target communities in the upcoming ten City districts. They are scouting for ADA accessible meeting venues with cultural relevance and asked the Board for their input. Sanchez will follow up with the Board via e-mail.
- b.** Laura Esparza presented on behalf of Planning and Design Division Manager Ricardo Soliz. No lease between the City of Austin and the ESB-MACC has been found. Esparza informed the Board that the ESB-MACC's current parkland designation stems from past City Attorney Barney L. Knight's 1987 opinion that it is a common law designation. Soliz would like to consult with the current City Attorney for an updated opinion. Co-Chair Carroll stated that the COA's GIS map shows multiple land designations for and around the ESB-MACC. He asked Esparza for more clarification on the ESB-MACC land designations as well as the restrictions that can come with those. She will e-mail the Board Knight's legal opinion, more information about the land designations, and will have Soliz e-mail the Board as well.
- c.** Lyn Estabrook presented on the citizen communication concern from the 2/5/14 meeting. The MACC sign is in the "maximum zone" of the flood control area, 100' to 250' away from the shoreline. In this zone, the sign and the new vegetation helps to prevent erosion. Estabrook also presented that construction on the overflow parking lot can begin in the summer. Esparza

noted that a time after September 17th would be good for programming and would also avoid the drought season.

BOARD ITEMS FOR DISCUSSION AND/OR ACTION

5. Rainey Street Historic District relocation of home for the future Rainey Street History Center. (Oyervides, Carroll)

- a. Chair Oyervides reported that there is one remaining home that is to be earmarked for the Rainey Street History Center. He would personally like the Center to be located on City land and to identify a new location for the house after having a community discussion in the next couple of months.
- b. Co-Chair Carroll stated that one suggestion has been to temporarily store the house on ESB-MACC property. The Board was in agreement to not have the house stored on the lot.
- c. Chair Oyervides believes that the best situation would be to move the house to the corner of Rainey St. and Cummings St. He wants to wait to find out the land designation of the Austin Energy lot and what is City-owned and privately owned before taking action on the item.

6. Current condition and restoration of the ESB-MACC main plaza and Benito Huerta's *Snake Path*. (Oyervides, Sanchez-Ruiz)

- a. Lyn Estabrook reported that the landscape artists looked at the *Snake Path* and noted that the bricks are stained and mildewed because they are under the cover of the second floor and do not get enough sunlight to dry after it rains. AIPP may either clean the mold and seal the bricks or rip the damaged bricks out. They are working to get the artist out to the site.
 - i. Esparza also reported that the number of vehicles driven over the *Snake Path* in the last month is zero.
- b. Co-Chair Carroll stated that he looked at the zócalo concrete and that the architect said the porous look was intentional. Esparza said that Kalpana Sutaria, Public Works Department, also confirmed the same.

7. Planning, marketing, and implementation of 2014 Annual Holiday Children's Art Exhibit. (Sanchez-Ruiz, Valencia)

- a. Herlinda Zamora reported that staff has met and developed a plan to address the Board's concerns. The next opening will be on Saturday, December 13th from 2-4pm. Matthew Rodriguez will be the featured artist and will serve as a role model for the children. He will also paint a mural and help with a participatory, hands-on activity. Staff will meet with Kristen Marstaller, AISD Art Instruction Coordinator, to help with spring outreach and TEKS measures.
- b. Member Valencia inquired about assisting with social media. Esparza responded that she could help informally but would have to go through COA approval channels to officially publicize the event. Esparza will also find the proper channels for *Todo Austin* magazine to publish an article written by Member Valencia about the exhibit.
- c. Members Valencia, Sanchez-Ruiz, and Maciel will meet later in the month and again with staff and Kristen Marstaller.

8. Status report for annual Award of Excellence program and installation. (Oyervides, Sanchez-Ruiz)

- a. Lyn Estabrook reported that they have located six potential metal artists and will see if the artists can include lighting. If they get the bids back within the next two weeks, the start time will then depend on the artist's schedule.
- b. Chair Oyervides confirmed that Council Member Tovo will hand out the awards at the event, and Former Texas Senator Gonzalo Barrientos will be the Master of Ceremonies.

9. Status report for the Latino Arts Residency Program. (Oyervides, Carroll)

- a. Herlinda Zamora reported that Cine Las Americas and visual artist Raul Valdez will each be applying for LARP. They brainstormed several project ideas with Valdez including working with different student groups and painting indoor and outdoor murals. Chair Oyervides suggested utilizing the reflection pool space for a rotating sculpture exhibit.
- b. Chair Oyervides inquired about the status of the educational portion of LARP. Zamora stated that Proyecto Teatro is currently hosting their Talleres Infantiles de las Artes classes and ALTA had sold out workshop classes.

10. Working Group Reports:

- a. 64 Rainey Street Working Group; Lead, David Carroll, will update the Board on meetings held regarding the 64 Rainey Street parcel.
 - i. Co-Chair Carroll reported that the group met with architect Jaime Beaman to discuss what he would do with the 64 Rainey Street lot if it was City-owned. Beaman said he would utilize it for ingress and egress once the next phases get built.
- b. Identifying Alternative Funding Working Group; Lead, Juan Oyervides, will update the Board on meetings held regarding identification of alternative funding resources for the ESB-MACC future phases and programming and the City of Austin Rainey Street Historic District.
 - i. Chair Oyervides reported that the group met with Greg Canally, Finance Department, to discuss the Rainey Street Historical District. Canally suggested meeting in July because they will then have an idea of what will flow into the fund for the next fiscal year.
- c. ESB-MACC Marketing/Volunteers Working Group; Lead, Velia Sanchez-Ruiz, will update the Board on meetings held regarding improvement of marketing efforts and volunteers for the ESB-MACC.
 - i. No report.
- d. 64 Rainey Street and ESB-MACC Master Plan Working Group; Lead, Cassie Smith, will update the Board on meetings held regarding the incorporation of 64 Rainey Street into the ESB-MACC Master Plan.
 - i. Member Smith reported that the group met with Carla Nickerson, African American Heritage Facility, and Leslie Vargas, Executive Director of the Asian American Resource Center nonprofit, to see what other Austin cultural centers are doing and what advice they could give the group regarding funding for the pocket park. The group will present at the next meeting.
- e. Five Year Strategic Plan Working Group; Lead, Veronica Forsyth, will update the Board on meetings held regarding the development of an ESB-MACC strategic plan.
 - i. The group is waiting for staff feedback on the group's proposed goals. Esparza noted that staff met several times and are making progress on the strategic plan. Zamora stated that both short term and long term goals will be included. The group would like to meet with staff and present at the next meeting.

11. Staff Briefings:

- a. Herlinda Zamora briefed the Board on two new permanent hires: Kandrea Wade, Production Coordinator, and Jason Lively, Graphic Designer. She also informed the Board of the Sor Juana celebration in collaboration with the Texas Criminal Justice Coalition as well as the landscaping around the old MACC sign.

12. Adjournment: Chair Oyervides adjourned the meeting at 8:15pm with a motion from Member Maciel and a second from Member Sanchez-Ruiz without objection (6.0). + Chair Oyervides, Co-Chair Carroll and Members Smith, Valencia, Forsyth, and Maciel.